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Briggs & Riley, Oculus Sunglass Boutique and Rocket Fizz Soda & Candy Shop Now Open at Miracle Mile Shops

LAS VEGAS (Dec. 12, 2025) – **Miracle Mile Shops**, adjacent to Planet Hollywood Resort & Casino, welcomes three exciting additions to its premier shopping, dining and entertainment destination: **Briggs & Riley**, **Oculus Sunglass Boutique** and **Rocket Fizz Soda & Candy Shop**, all now open.

The openings continue Miracle Mile Shops' momentum as a leading destination for beauty, fashion and lifestyle brands. Recent additions include Drybar, Calzedonia | Intimissimi, Miss A, Irv's Burgers, Tillys, Pop Mart and Lovisa, with more favorites coming soon such as SoulBelly BBQ, Te'Amo Boba Bar, Blue Martini, Puffy Cotton Candy and Ron Jon Surf Shop.

Renowned for its performance-driven designs and lifetime guarantee, **Briggs & Riley** brings its innovative luggage and travel gear to Miracle Mile Shops. The brand offers expertly crafted pieces built for style, durability and functionality, designed for both frequent travelers and everyday explorers.

Oculus Sunglass Boutique joins the lineup with a curated selection of designer eyewear and accessories. Blending fashion and function, the boutique provides visitors with elevated options that deliver both style and sun protection for any occasion.

Adding a playful and nostalgic twist to Miracle Mile Shops, **Rocket Fizz Soda & Candy Shop** offers an extensive assortment of retro candies, craft sodas and quirky novelty items. The vibrant shop brings color, fun and a sweet treat for guests of all ages looking to indulge or explore something new.

More information about Miracle Mile Shops can be found at www.miraclemileshops.com.

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About Miracle Mile Shops™

Miracle Mile Shops, adjacent to Planet Hollywood Resort & Casino, features more than a mile of premier shops, tempting restaurants and live entertainment venues at the heart of the famed Las Vegas Strip. The leading mixed-use project has recently undergone extensive transformations, complete with elevated finishes, upgraded technology and digital design elements. The center is home to Sephora; QUAY; H&M; the West Coast's first Rosa Mexicano restaurant featuring authentic Mexican cuisine in an bold atmosphere; Topsy Robot, the first land-based cocktail bar operated by robots; Chicago popcorn legend Garrett Popcorn Shops' only Las Vegas location; Nacho Daddy, home of the world-famous Scorpion Shot; 15,000-square-foot bar and restaurant Cabo Wabo® Cantina; and Club Tattoo, featuring some of the best

tattoo artists and body piercers in the nation. The exciting new food court, Miracle Eats, is home to a collection of restaurants including Chipotle Mexican Grill, Tacotarian, Fat Tuesday, Carnegie Pizza, Lobster ME, Irv's Burgers and Dave's Hot Chicken. Miracle Mile Shops guests enjoy adjoining access to Planet Hollywood, with 2,500 beautifully redesigned rooms and suites and Elara by Hilton Grand Vacations featuring 1,290 units and four penthouse floors. Miracle Mile Shops is owned by an affiliate of Institutional Mall Investors LLC, a joint venture between Miller Capital Advisory and CalPERS.

For more information, call 702.866.0710 or visit www.miraclemileshopslv.com. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).

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